

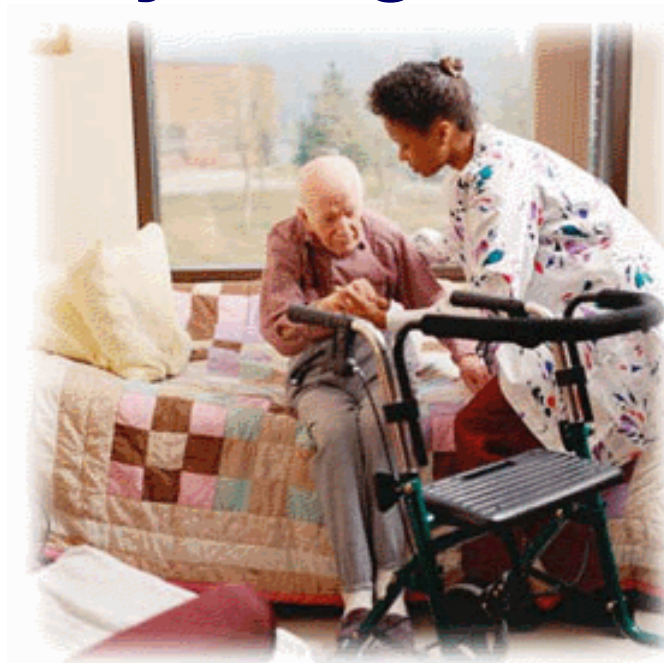


United States Department of

Health & Human Services

Office of the Assistant Secretary for Preparedness and Response (ASPR)

Medically Fragile Sheltering;



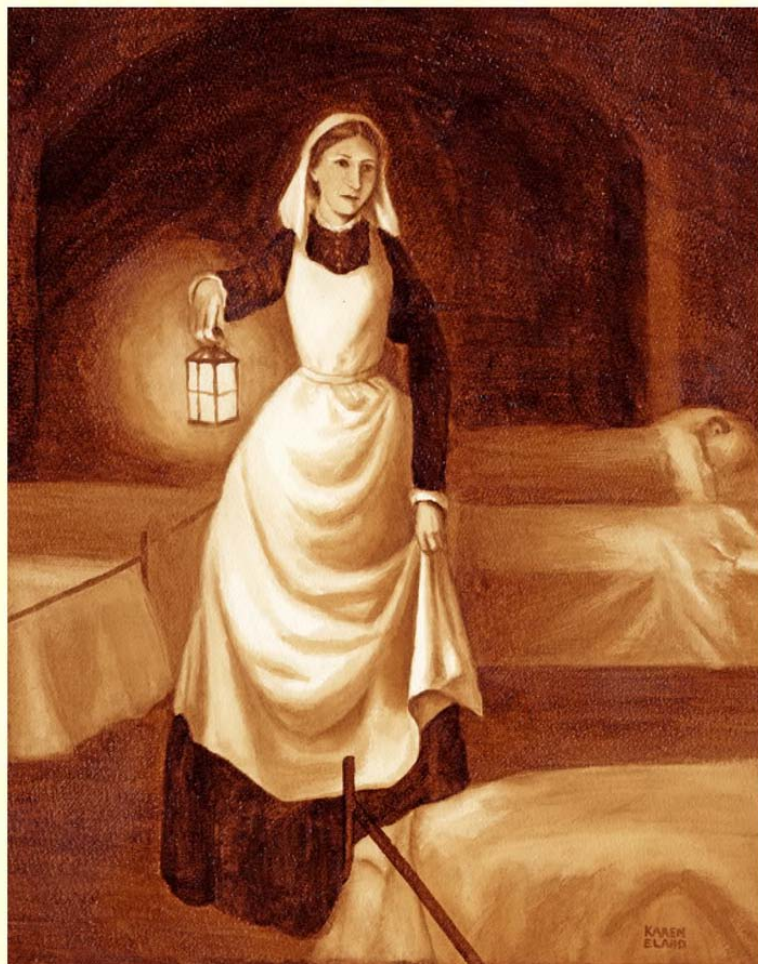
Why Communications?

Andy Stevermer

Regional Emergency Coordinator

HHS/ASPR Region X

April 13, 2013



ASPR: Resilient People. Healthy Communities. A Nation Prepared.



ASPR: Resilient People. Healthy Communities. A Nation Prepared.



Florence Nightengale

Art of Caring Principles

- 1. Observe the sick**
- 2. Never let a patient be wakened from their sleep.**
- 3. Avoid unnecessary noise.**
- 4. Be confidential**





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So What?



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Three Objectives

- 1. Provide an overview of the scope of the sheltering and supporting the medical fragile.**
- 2. Discuss the challenges of serving this population.**
- 3. Explore how communications can help better support this population.**





Terminology Check

At Risk = Vulnerable = Special Populations





At Risk For All Disasters



- **Poor**
- **Disabled**
- **Medically Fragile**
- **Elderly**
- **Women**
- **Children**
- **Homeless**
- **Immigrants**
- **Non-English Speaking**
- **Mentally Ill**



Increasing Numbers of Medically Fragile

- **Increased Aging Populations**
- **Decrease in hospital length of stay.**
- **Increased numbers of people with disabilities.**





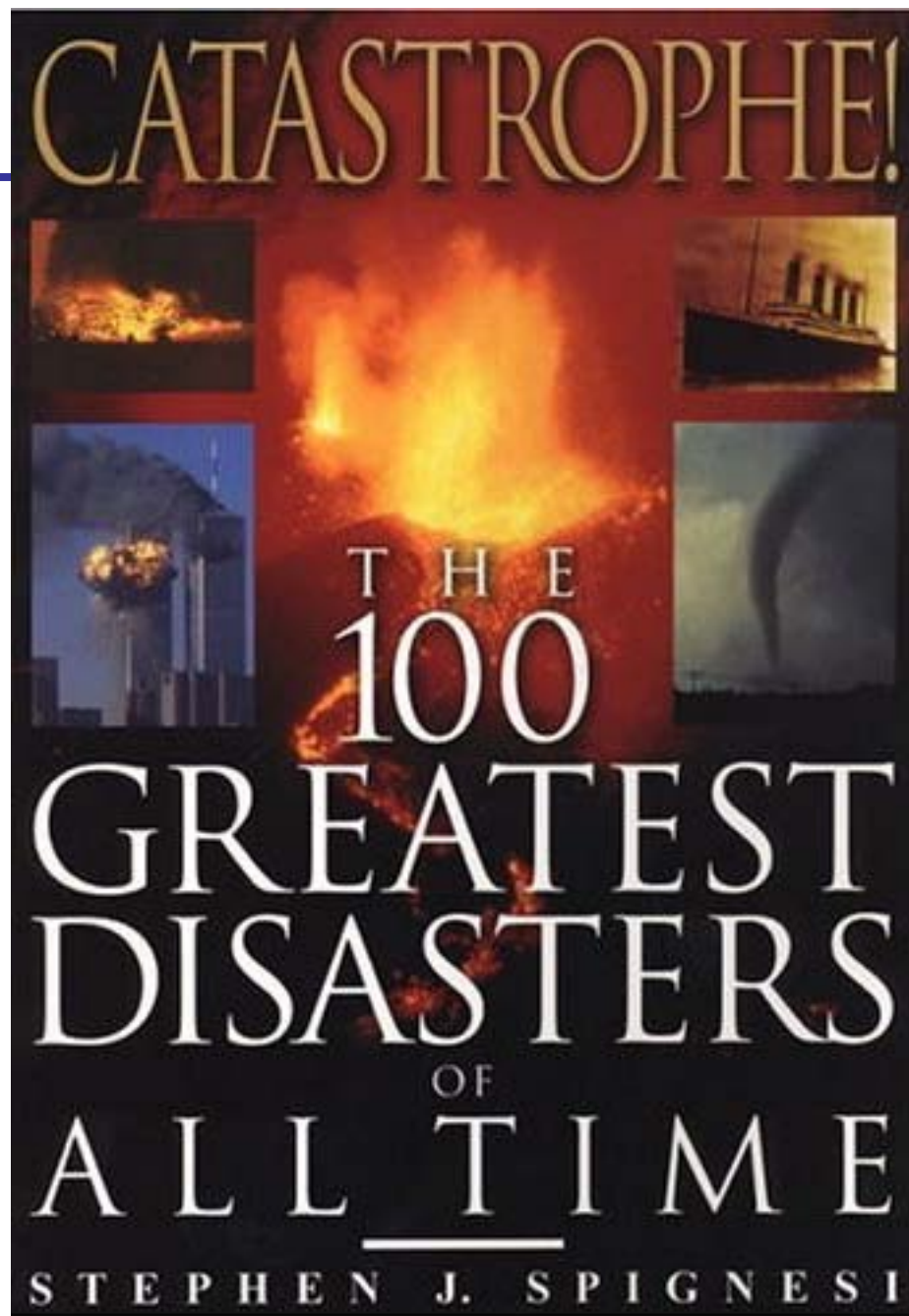
Invisible Population

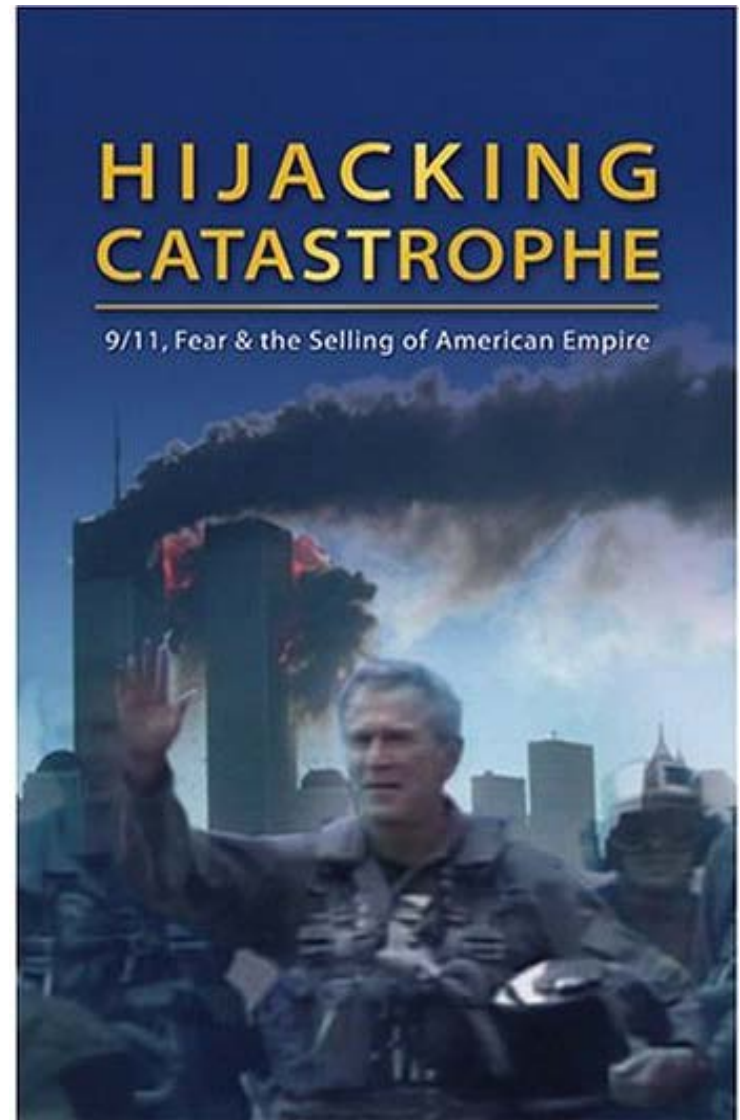
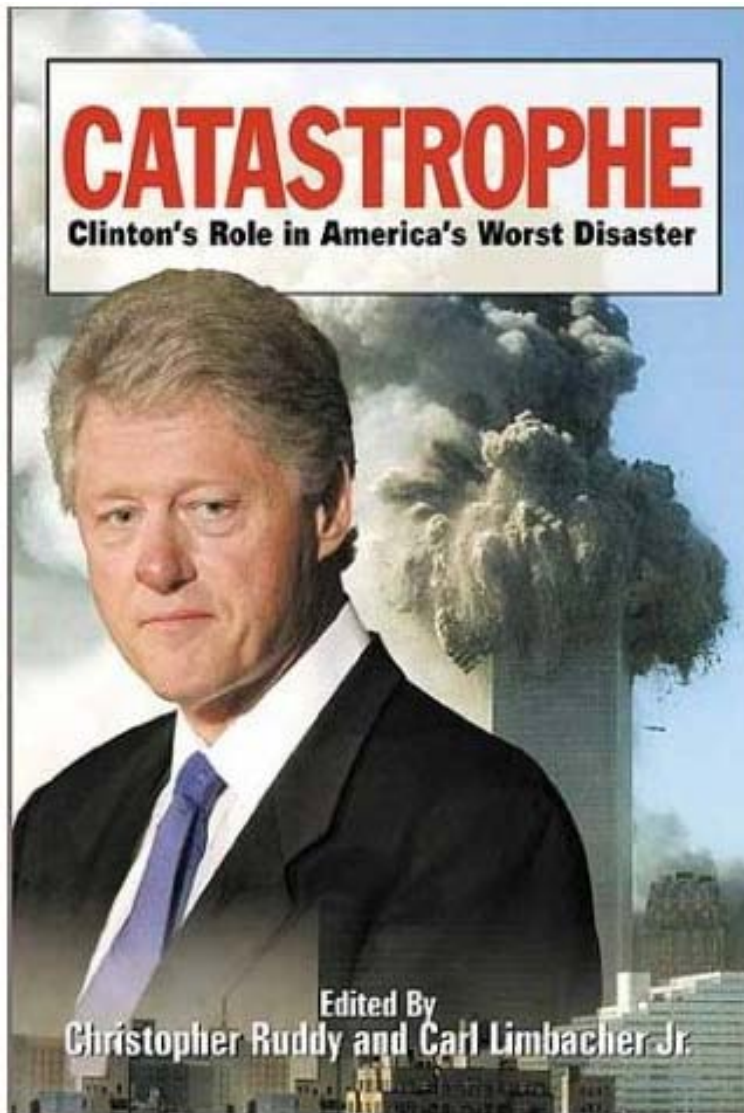


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Catastrophe

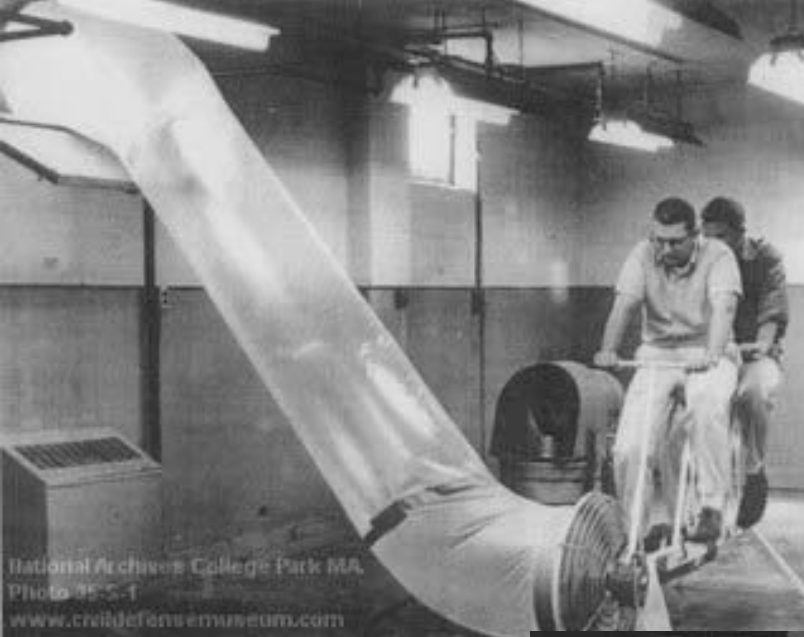






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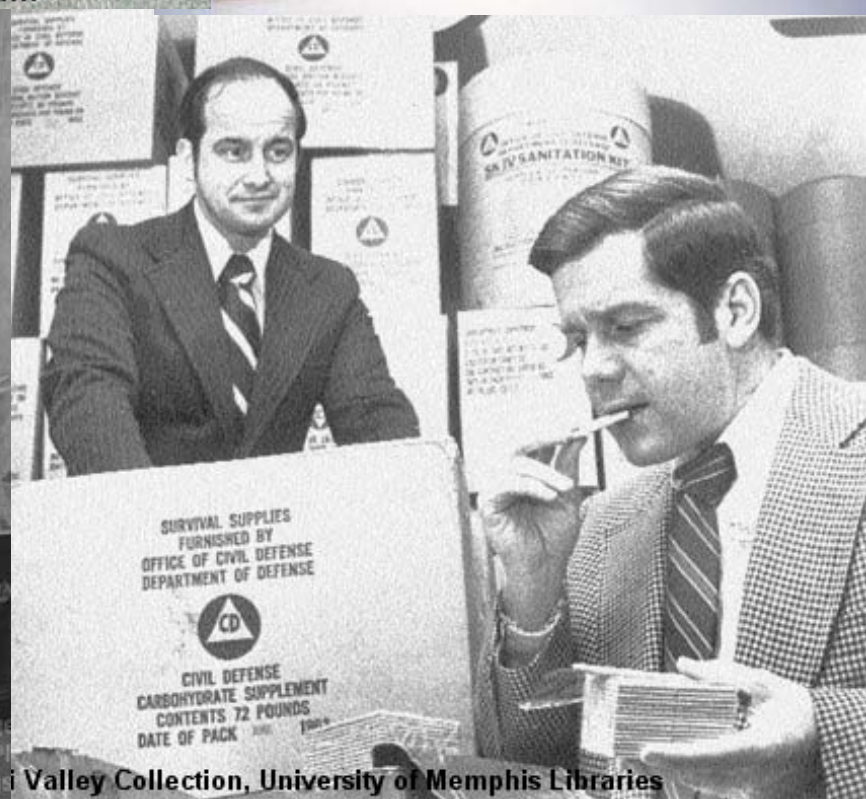
National Archives College Park, MD
Photo 95-5-1
www.civildefensemuseum.com



2002 CD Museum



National Archives College Park, MD
www.civildefensemuseum.com



Valley Collection, University of Memphis Libraries

Packaged Disaster Hospitals



2008 www.civildefensemuseum.com

Operating Room Section



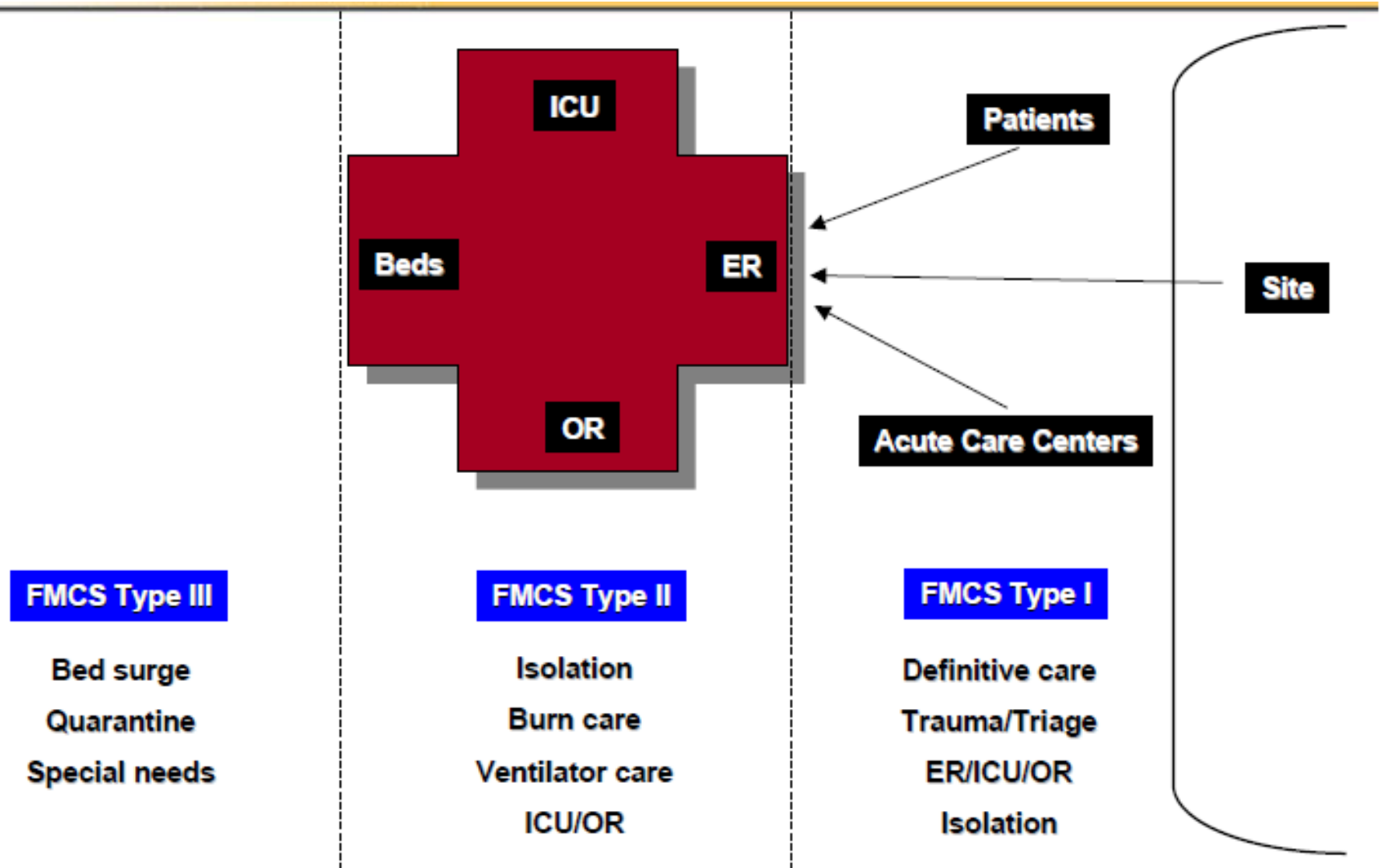
2001 CD Museum



2001 CD Museum



Federal Medical Contingency Hospital 2005





Louis Armstrong International Airport 2005

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PREPAREDNESS AND RESPONSE



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Federal Medical Station

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PREPAREDNESS AND RESPONSE



North Atlantic Support Medical Command Station Prepared



Medical Sheltering Strategies

- Shelter in place.
- Appropriate Congregate Shelter
- Hospitalization





What is Medical Sheltering?

AKA: Continuum of Medical Sheltering

HOSPITAL



HOME



Mobile Medical Hospitals

HOSPITAL

HOME



BLU-MED



**Hospital
Ships**

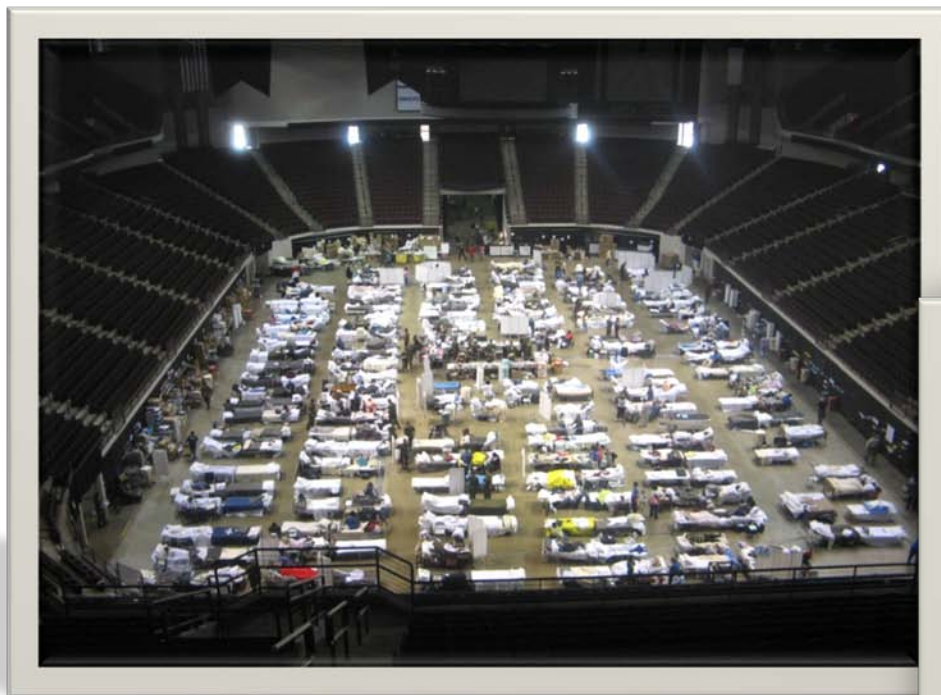
**CASH,
EMEDS**



Skilled Nursing Facilities

HOSPITAL

HOME

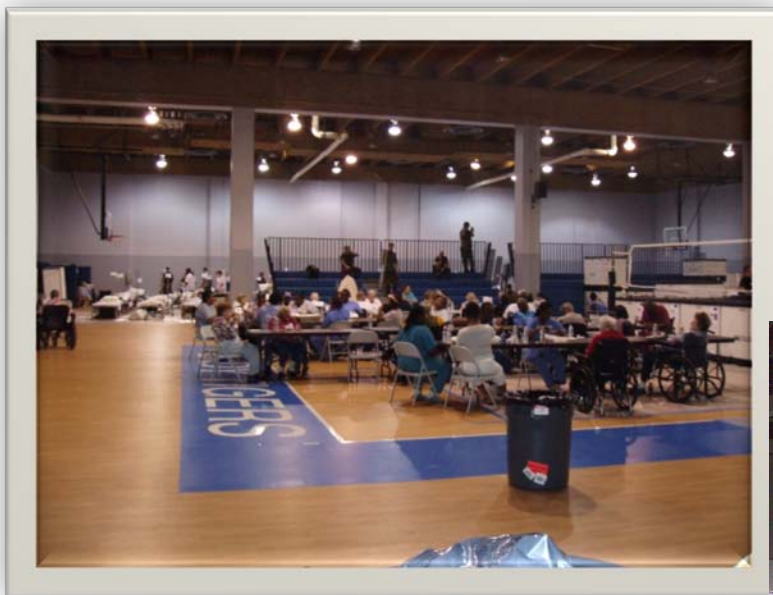




Medical Needs Shelters

HOSPITAL

HOME



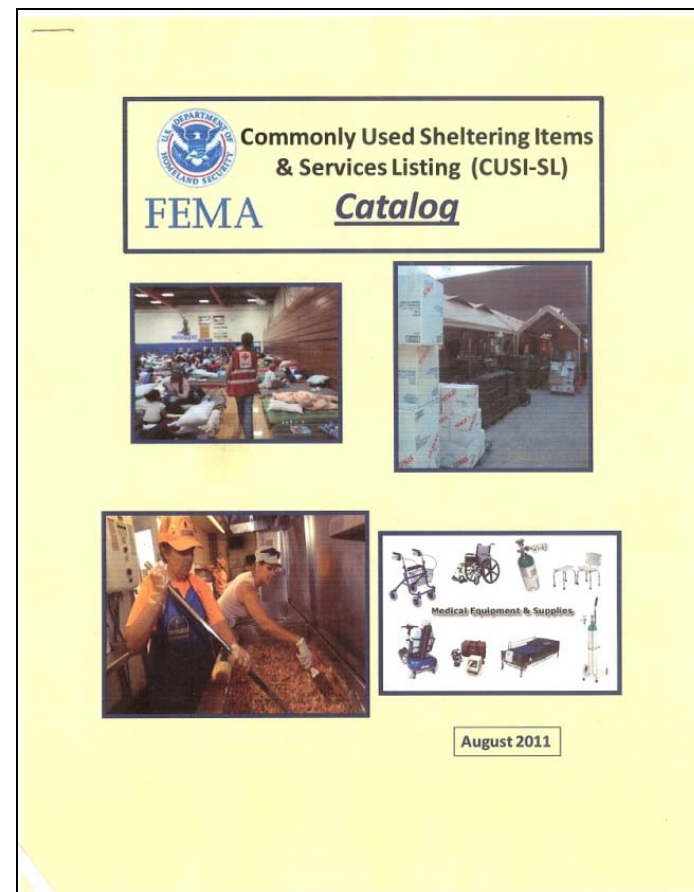
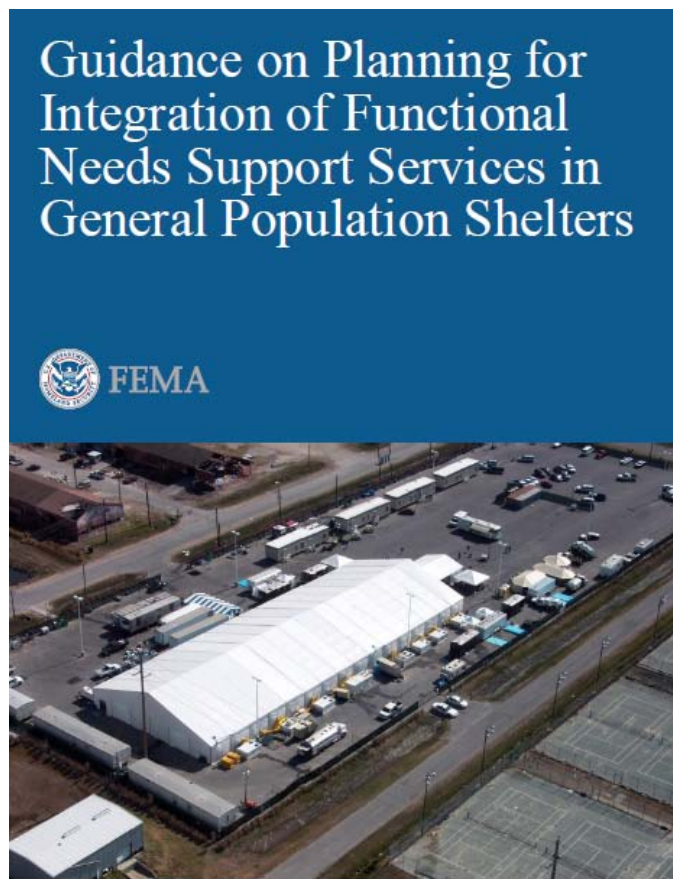


General Population Shelter with FNSS

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HOSPITAL

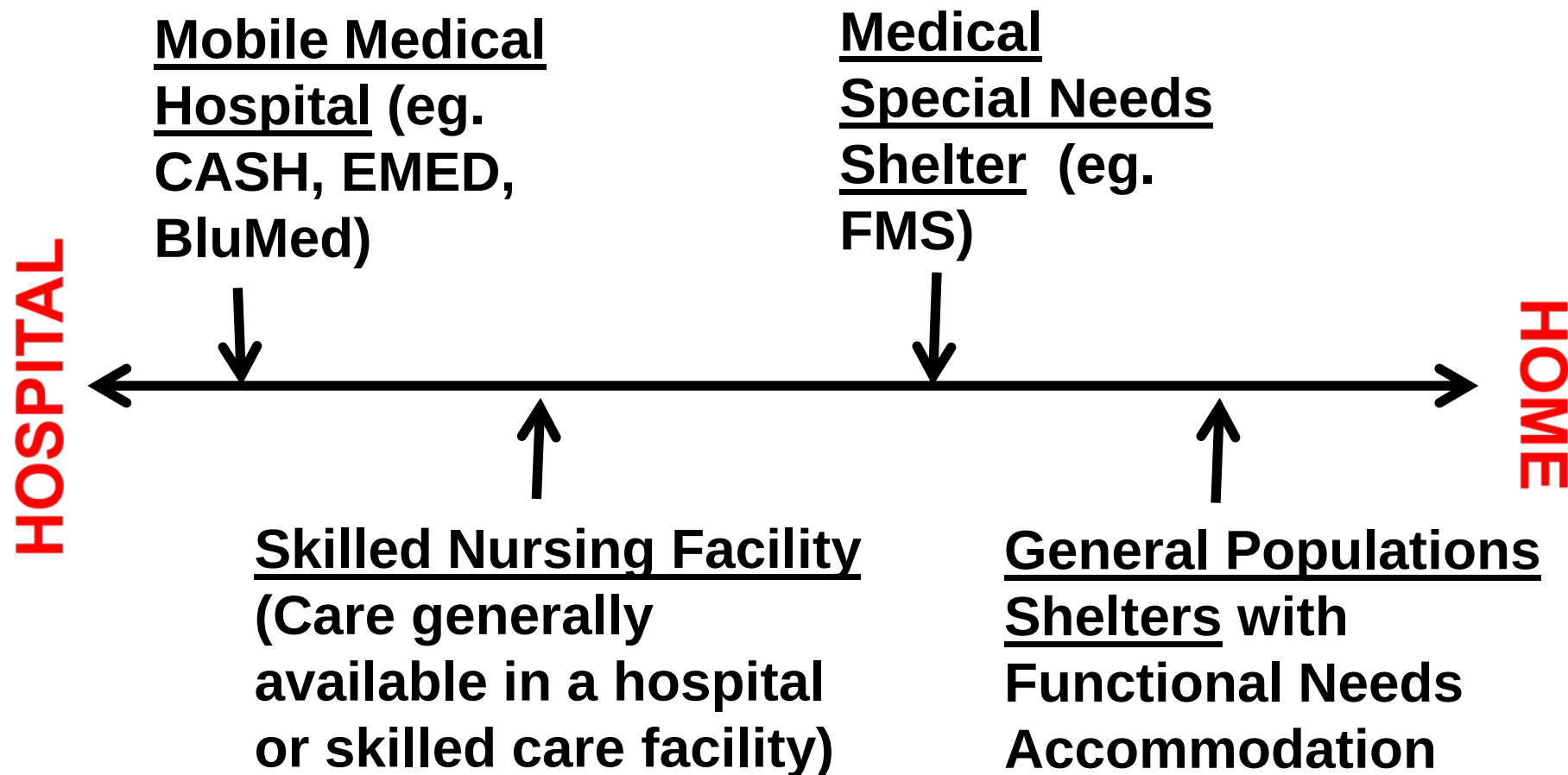
HOME





Continuum of Field “Medical Care Domiciles”

AKA: Spectrum of Alternate Care Facilities





What do the medically fragile look like?





They don't all live in institutions.

93% of Medicare enrollees age 65 years or older live at home.
What percentage live alone?

- A: 10%
- B: 33%
- C: 50%
- D: 75%





Nursing Homes

What is the number of people that are residents of nursing homes at any particular time in the US?

- A: ½ million
- B: 1 million
- C: 1 ½ million
- D: 3 million





Nursing Homes Risks

Between 2007-2010 how many nursing homes were significantly impacted by disasters?

- A: 55
- B: 112
- C: 210
- D: 423





Residential Care Facilities

What is the estimated number of persons living in Residential Care Facilities in the United States?

- A: 100,000
- B: 500,000
- C: 750,000
- D: 1 million





Supporting Daily Tasks

Of those in Residential Care Facilities, what percentage required assistance with three or more activities of daily living?

- A: 20%
- B: 40%
- C: 60%
- D: 80%





Supporting Evacuation

AARP did a survey in 2005 that found that 25% of adults aged 75 years or older would need help evacuating from their home. This same survey showed this percentage of 50 to 75 year old would also need help?

- A: 5%
- B: 10%
- C: 15%
- D: 20%





Evacuation Risks

Hurricane Rita 9/23/05





Most have multiple illnesses.

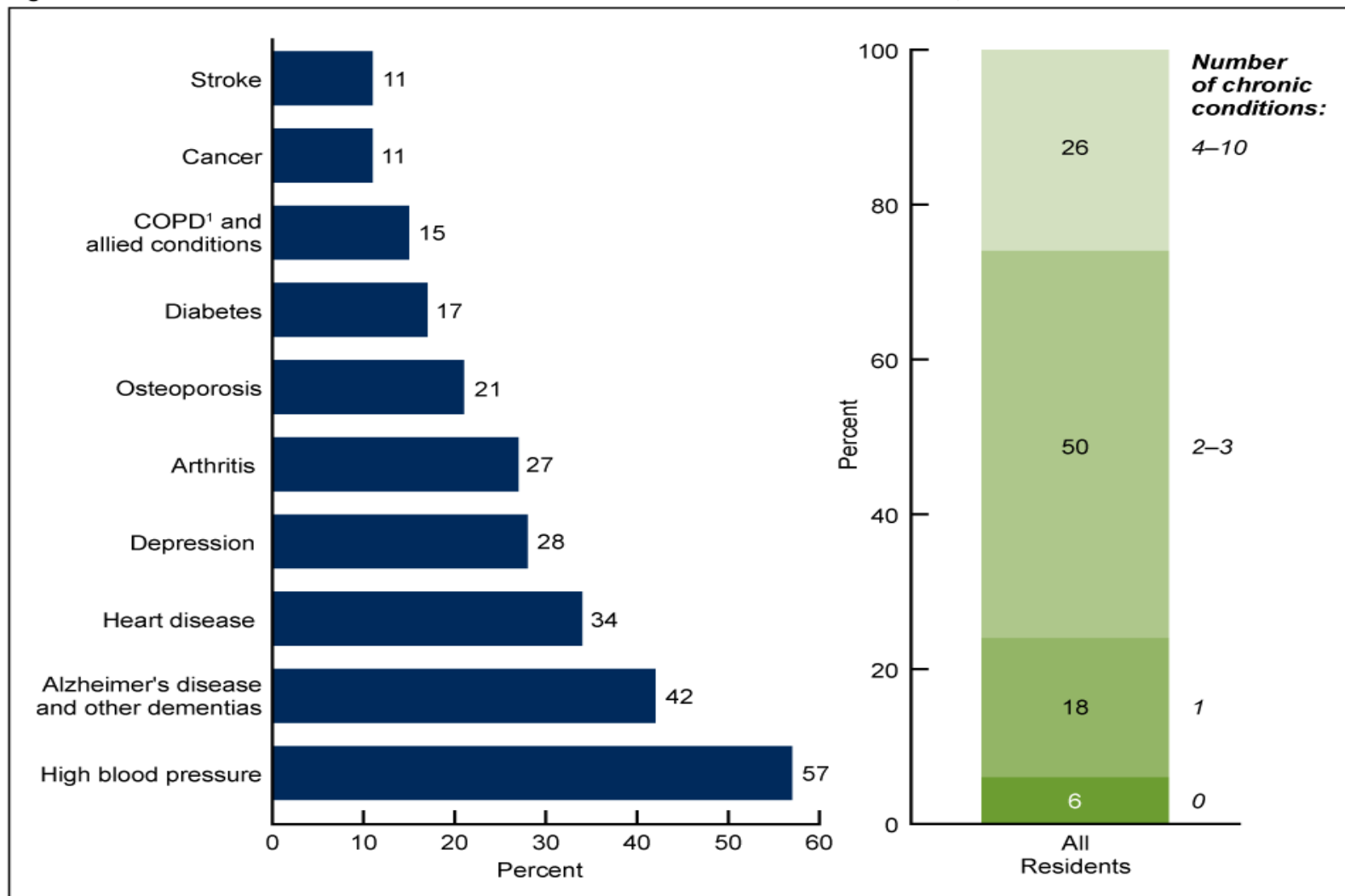
82% of Medicare beneficiaries have at least one, chronic medical condition. What percentage had “multiple” chronic health conditions?

- A: 20%
- B: 45%
- C: 65%
- D: 75%





Figure 4. Most common chronic conditions of residential care residents: United States, 2010



¹Chronic obstructive pulmonary disease.

NOTE: Cases with missing data are excluded; see "Data sources and methods" section for detail.

SOURCE: CDC/NCHS, National Survey of Residential Care Facilities, 2010.



All Ages and Incomes

What percent of medically fragile children are cared for by low income, single parents or grandparents?

- A: 20%
- B: 40%
- C: 60%
- D: 80%





Home Health Services

How many people in the US are receiving home health services?

- A: 1 million
- B: 1.5 million
- C: 3 million
- D: 5 million





Hospice Services

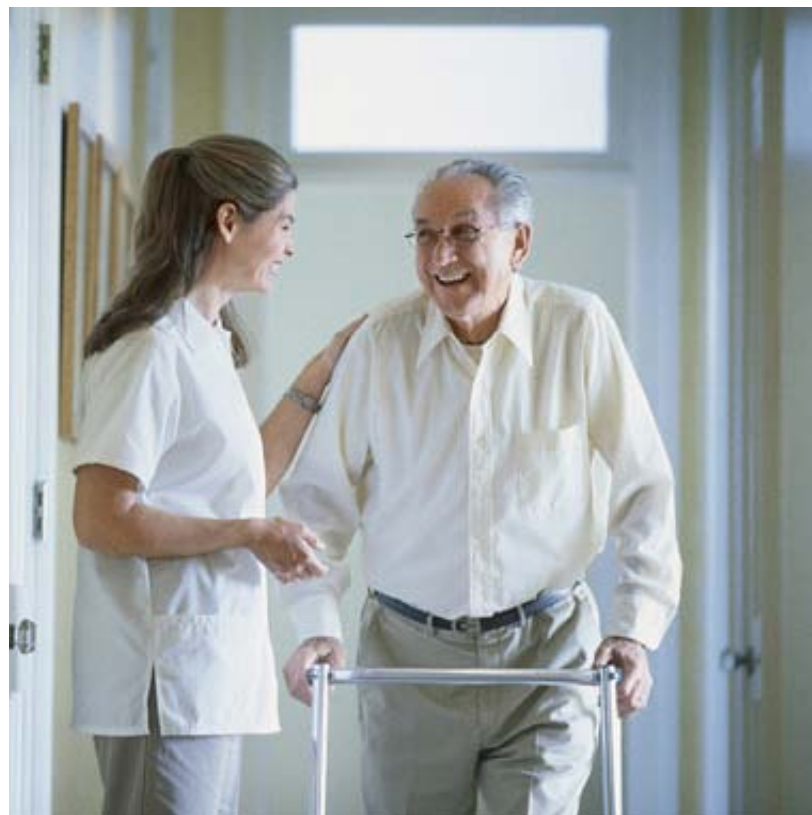
How many patients in the US are discharged home for hospice care every year?

- A: ½ million
- B: 1 million
- C: 2 million
- D: 3 million





What do the medically fragile look like?

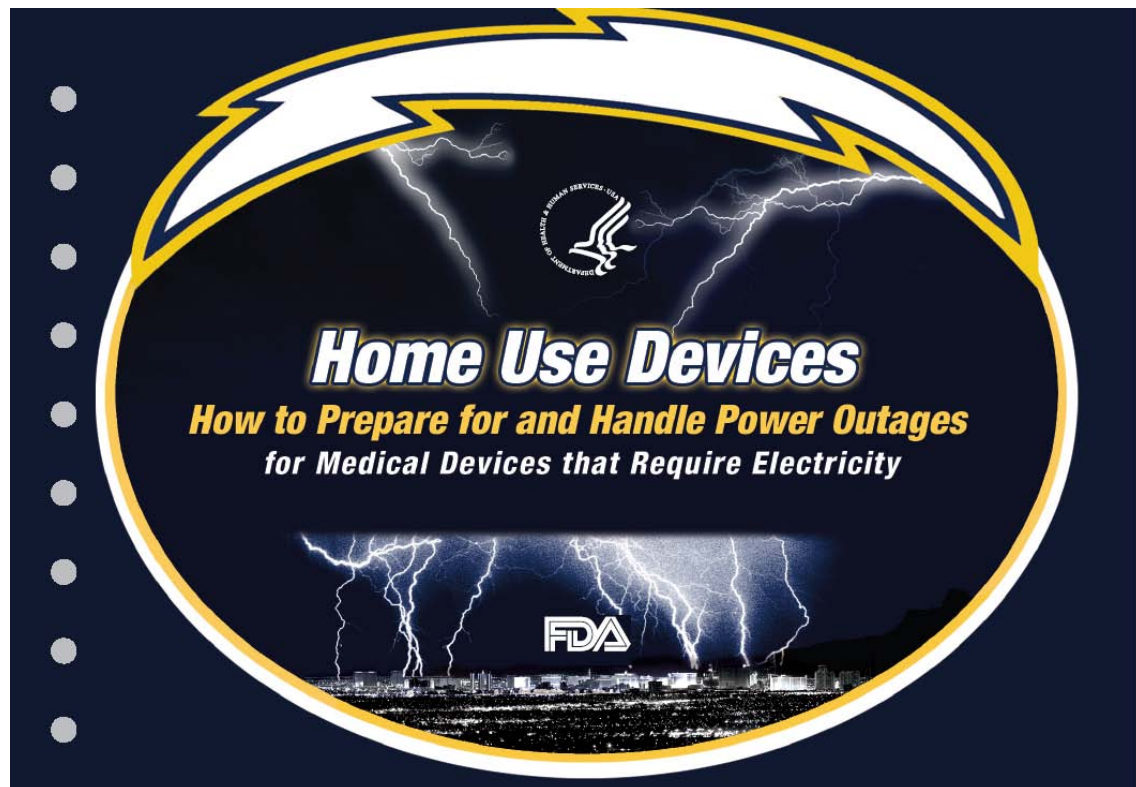


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Challenges

- Identifying the population
- Prioritizing preparedness.
- Building systems of communication.





Telephony



- **Mobile home penetration into the US market (104%).**
- **313.8 million people**
- **331 million mobile phones**



Mobile Phone Mania

- **88% of Americans have a cell phone.**
- **47% of mobile phones are smartphones**
- **26% of homes in the US homes are wireless.
NO LANDLINE!**
- **The average American looks at their cell phone once every 6.4 minutes (150 times per day)**



Ultra Thin Camera FM Bluetooth Sports Wrist Watch Cell Phone





Telephony and the Elderly



- GPS
- Non-emergency personal associate
- Fall detector
- Cell Phone
- Lifeline



Digital Divide

Percentages of Americans Using Digital Technologies

Category	All Consumers	Boomers 50-64	Seniors 65+
Go online	79%	78%	42%
Use search engine daily	59%	52%	37%
Use video sharing site	71%	54%	31%
Look online for health information	59%	58%	29%
Use social networking site	61%	47%	26%
Have a cellphone	85%	85%	58%
Have a smartphone	35%	24%	11%
Make Internet calls	24%	19%	18%
Have an E-reader	12%	13%	6%
Have a tablet	8%	8%	2%
Have a mobile health "app"	9%	6%	5%

Source: Laurie Orlov, Pew Research Center's Internet & American Life Project

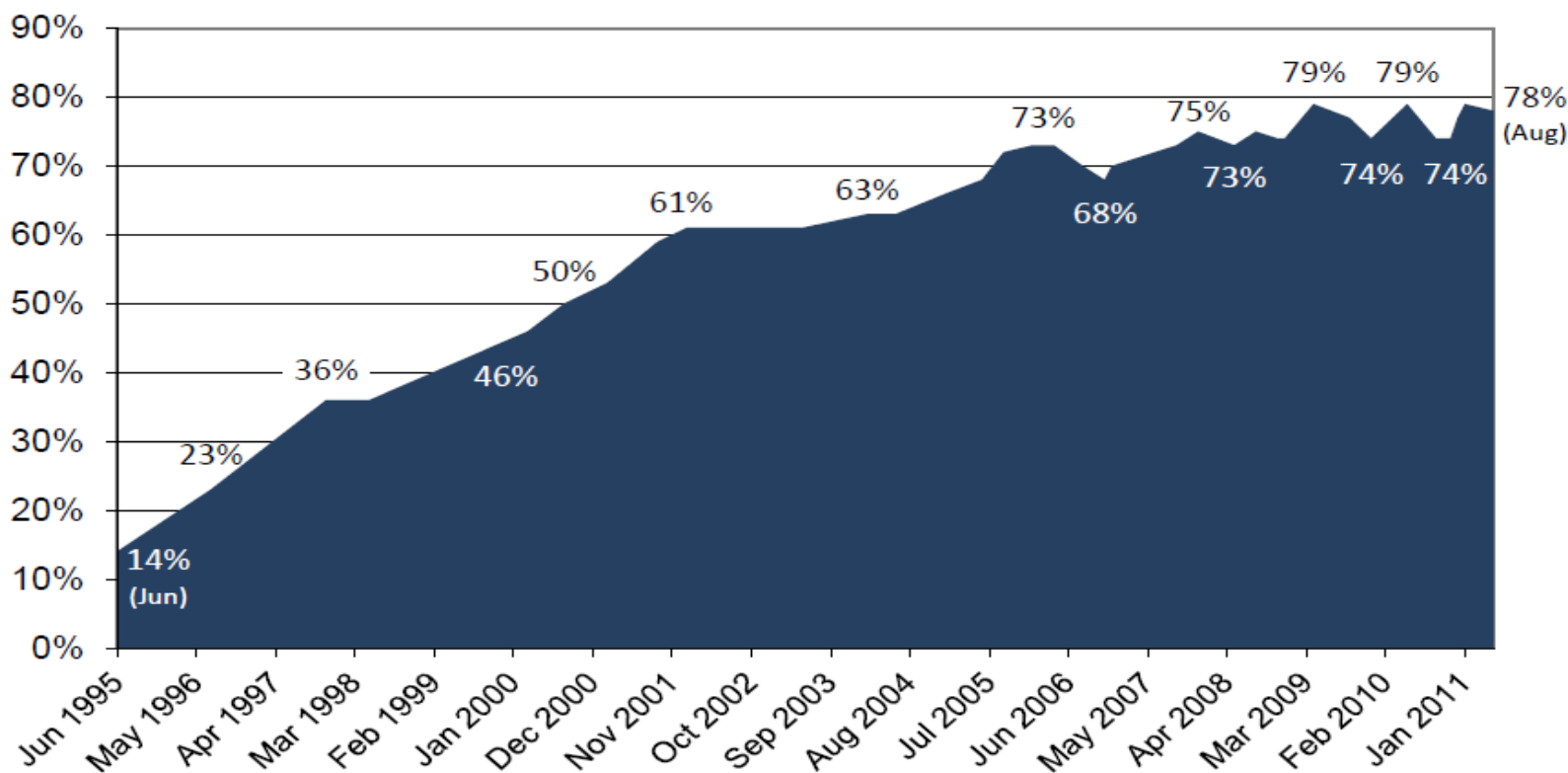
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Internet

Internet adoption, 1995-2011

% of American adults (age 18+) who use the internet, over time. As of August 2011, 78% of adults use the internet.



Source: Pew Internet & American Life Project Surveys, March 2000-August 2011.

More: <http://pewinternet.org/Trend-Data/Internet-Adoption.aspx>



Social Media



Follow Us On





Social Security

Go Direct: Direct Deposit for Social Security & Federal Benefits - Windows Internet Explorer

http://www.godirect.org/

File Edit View Favorites Tools Help

Go Direct: Direct Deposit for Social Security ...

Text Size Zoom A A A

GO DIRECT

Home Español Applying Soon? FAQ Partners Newsroom

Still Getting Checks?

Are you still receiving Social Security, VA or other federal benefits by paper check? You are required by the U.S. Department of the Treasury to switch to electronic payments. It's the law.

- Get direct deposit NOW!
- Learn more about the Direct Express® card

U.S. Treasury Requires Electronic Federal Benefit Payments

If you still receive a paper check for your Social Security or other federal benefit payments, you are out of compliance with the law. The Treasury Department requires federal benefit payments to be made electronically.

Switch to Electronic Payments Today!

You can choose to get your payments by **direct deposit** to a bank or credit union account or to a Direct

Did You Know?

All federal benefits must be paid electronically. This video explains the details of this rule and its many benefits.

Internet 100% 3:15 PM



How Can You Help?

- **Alert, notification and outreach to the medically fragile**
- **Maintaining ongoing supportive communications at home.**
- **Promoting communication at medical shelters.**



WEB **SMS Text** **Email** **Mobile Apps**
Cell Phone **Interactive voice**





GWOB.org
GeeksWithoutBounds

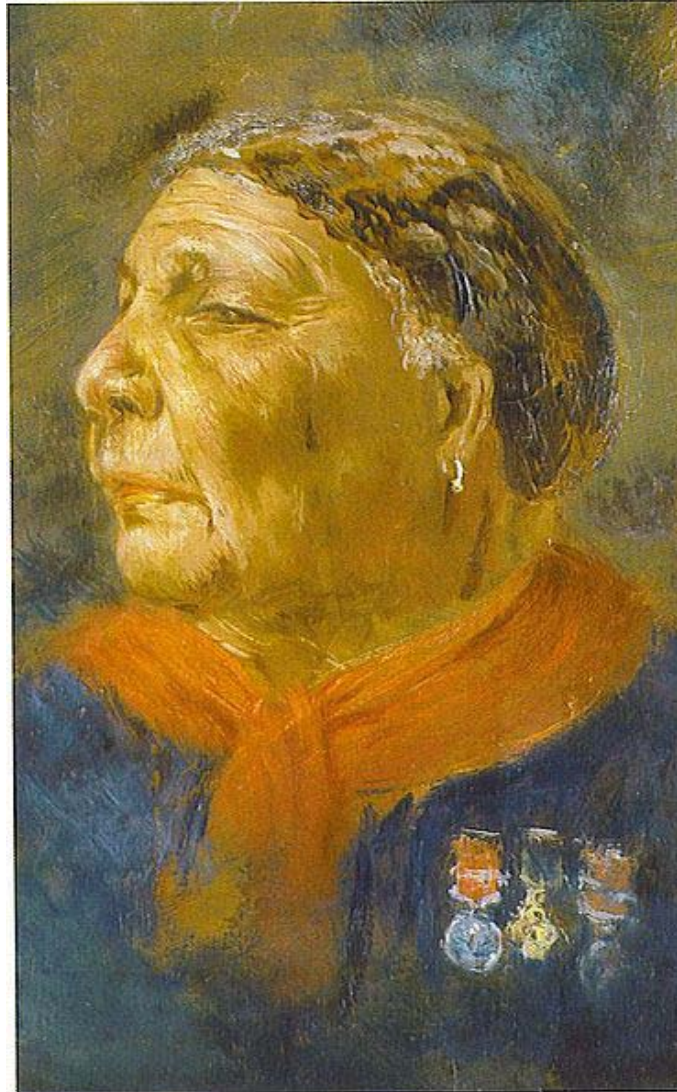


FEMA Innovation Team





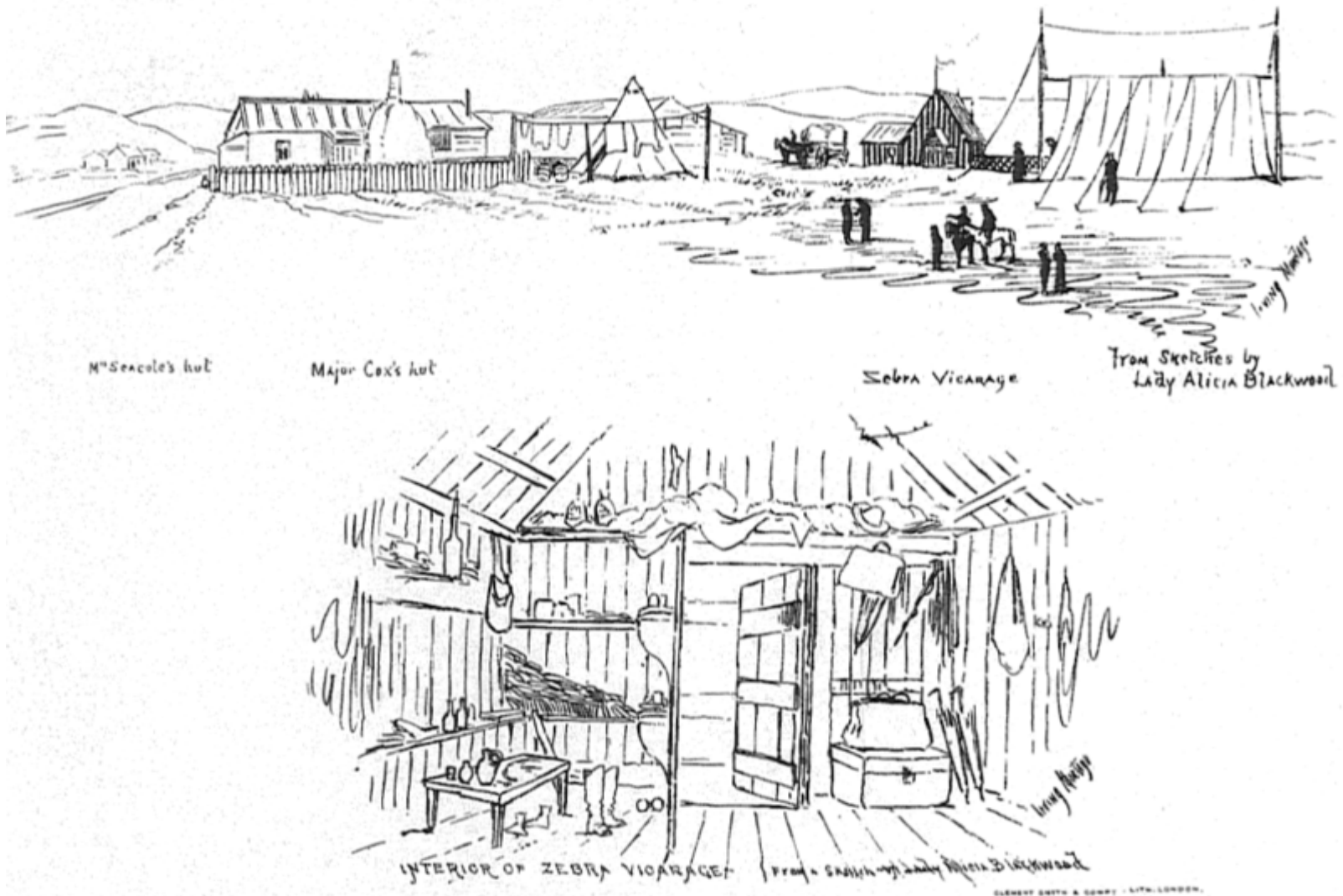
Mary Seacole



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British Hotel







Questions?



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